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Visual Identity
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Thesis

The core statement of the dissertation is that logos can be put in a conceptual structure which can be used sensibly by other scientific disciplines as well. To prove this statement, a theoretical structure is introduced which is explained gradually through the chapters of the thesis in order to highlight the very close connections between the world of conceptual thinking and the world of logos, in their complexity. The result of our effort to create a structure is a scheme which is explained through infographical illustrations. The result is the method of the survey itself.

The criteria of the structure:

- First of the concept of something has to be fixed, so that the logos which are connected to it, can help us to define its circles of meaning.
- Logos will represent the economical role of this concept. The work of business indicates the presence of some archetypical action and attitude.
- When trusting the consumer culture (in the searching software) to show us the meaning circles of a word, we do not rely on the hermeneutics of the cyclopaedias and dictionaries but we are the editors. The decisions we make will run the constantly changing structure which can be presented.